

CDC Update:  
*Going for the Goals!*



# Preparing for CDC's Health Protection Challenges: The Future is Now!

***Input***

***Ideas***

***Implementation***

**April 2005\***

***Impact***

**2005 and beyond**

- Strategy first, then structure & processes

\* Congress endorsed CDC reorganization



# CDC's Strategic Imperatives

1. **Health impact focus:** Align CDC's people, strategies, goals, investments & performance to maximize our impact on people's health & safety.
2. **Customer-centricity:** Market what people want & need to choose health.
3. **Public health research:** Create & disseminate the knowledge & innovations people need to protect their health now & in the future.
4. **Leadership:** Leverage our unique expertise, partnerships, & networks to improve the health system.
5. **Global health impact:** Extend our knowledge & tools to promote health protection around the world.
6. **Accountability:** Sustain people's trust & confidence by making the most efficient & effective use of their investments in us.

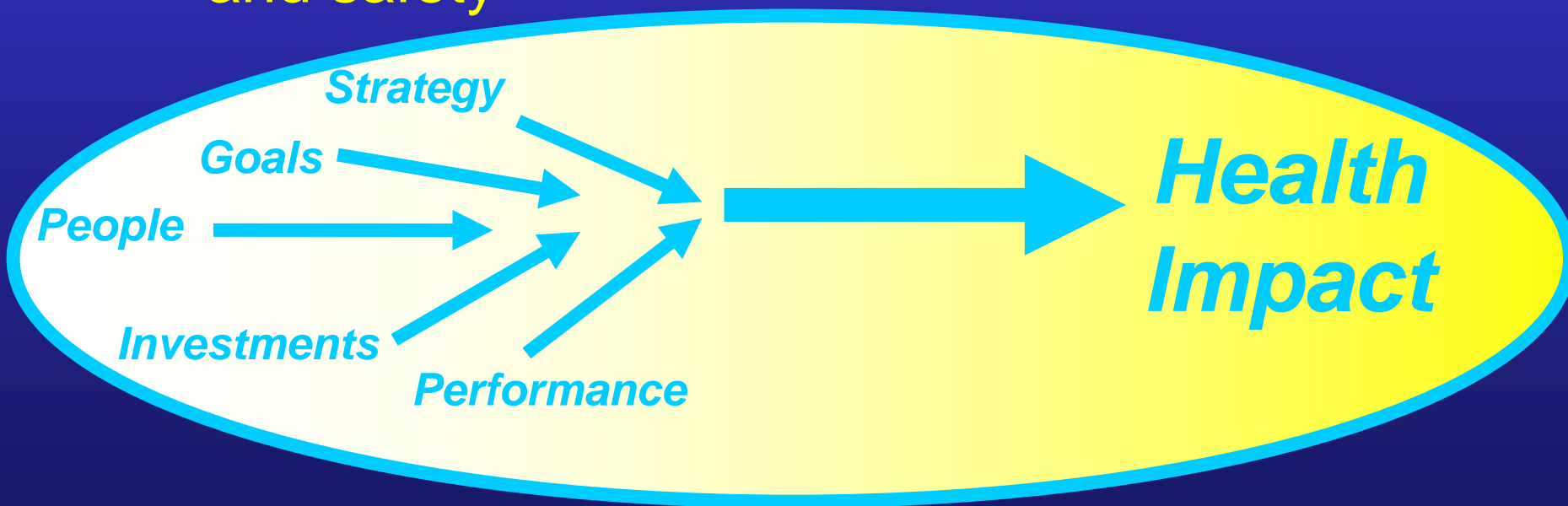


**What is the key  
to our success?**

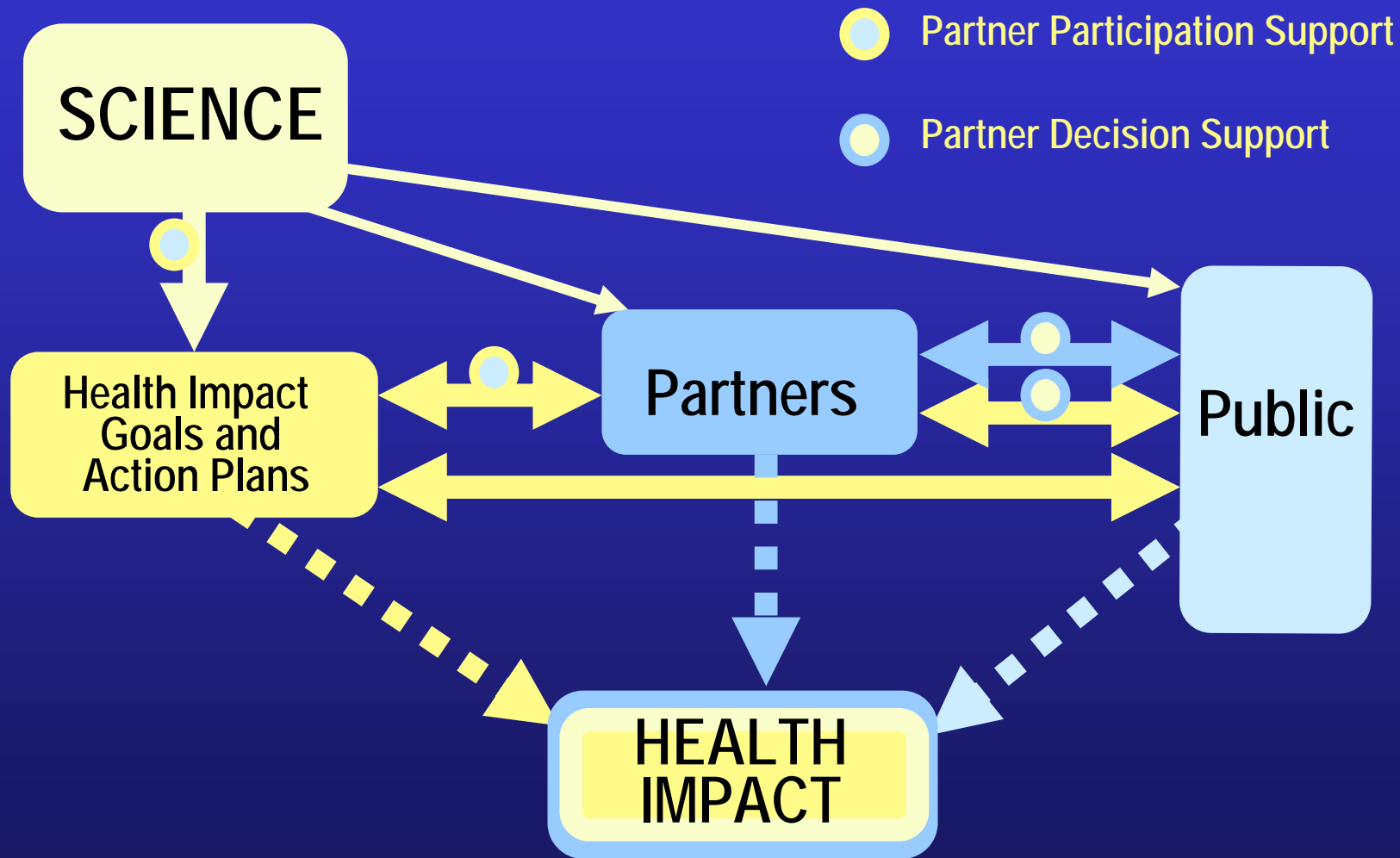


# CDC's Strategic Imperatives

- 1) **Health impact:** align people, strategy, goals, investments, and performance to maximize our impact on people's health and safety



# Partners Relationships: From Science to Health Impact



# What are CDC's Goals?



***Healthy People in Every Stage of Life*** - All people, and especially those at greater risk of health disparities, will achieve their optimal lifespan with the best possible quality of health in every stage of life.

- **“Start Strong”**: Increase the number of infants and toddlers that have a strong start for healthy and safe lives. (Infants and Toddlers, ages 0-3 years).
- **“Grow Safe and Strong”**: Increase the number of children who grow up healthy, safe, and ready to learn. (Children, ages 4-11 years).
- **“Achieve Healthy Independence”**: Increase the number of adolescents who are prepared to be healthy, safe, independent, and productive members of society. (Adolescents, ages 12-19 years).
- **“Live a Healthy, Productive, and Satisfying Life”**: Increase the number of adults who are healthy and able to participate fully in life activities and enter their later years with optimum health. (Adults)
- **“Live, Better, Longer”**: Increase the number of older adults who live longer, high-quality, productive, and independent lives. (Older Adults)





***Healthy People in Healthy Places:*** The places where people live, work, learn, and play will protect and promote their health and safety.

- **“Healthy Communities”:** Increase the number of communities that protect, and promote health and safety and prevent illness and injury in all their members
- **“Healthy Homes”:** Protect and promote health through safe and healthy home environments.
- **“Healthy Schools”:** Increase the number of schools that protect and promote the development, health, and safety of all students and staff.
- **“Healthy Workplaces”:** Promote and protect the health and safety of people who work by preventing workplace-related fatalities, illnesses, injuries, and personal health risks.
- **“Healthy Healthcare Settings”:** Increase the number of healthcare settings that provide safe, effective, and satisfying patient care.
- **“Healthy Institutions”:** Increase the number of institutions that provide safe, healthy, and equitable environments for their residents, clients or inmates.
- **“Healthy Travel and Recreation”:** Ensure that environments enhance health and prevent illness and injury during travel and recreation.



# *Global Health:* Healthy People in a Healthy World

- **“Health Promotion”**: Global health will improve by sharing knowledge, tools, and other resources with people and partners around the world
- **“Health Protection”**: Americans at home and abroad will be protected from health threats through a transnational prevention, detection and response network
- **“Health Diplomacy”**: CDC and the United States Government will be a trusted and effective resource for health development and health protection around the globe.



***Preparedness:*** People in all communities will be protected from infectious, occupational, environmental, and terrorist threats.

Pre-event	Event	Post-event
1) Increase the use and development of interventions known to prevent human illness from chemical, biological, radiological agents and naturally occurring health threats.	5) Decrease the time to identify causes, risk factors, and appropriate interventions for those affected by threats to the public's health.	7) Decrease the time needed to restore health services and environmental safety to pre-event levels.
2) Decrease the time needed to classify health events as terrorism or naturally occurring in partnership with other agencies	6) Decrease the time needed to provide countermeasures and health guidance to those affected by threats to the public's health	8) Increase the long-term follow-up provided to those affected by threats to the public's health.
3) Decrease the time needed to detect chemical, biological, radiological agents in tissue, food or environmental sample that cause threats to the public's health.	<div><u>Round One Scenarios:</u><ul style="list-style-type: none"><li>• Influenza</li><li>• anthrax</li><li>• plague</li><li>• emerging infections</li><li>• toxic chemical exposure</li><li>• radiation exposure</li></ul></div>	9) Decrease the time needed to implement recommendations from after-action reports following threats to the public's health.
4) Improve the timeliness and accuracy of information regarding threats to the public's health		



# What is a Goal Action Plan?



# Goal Action Plans: 2006

## 21 Goal Action Plans

- Lifestage = 5
- Healthy Places = 7
- Global Health = 3
- Preparedness = 6 scenarios (1st round)



# Goals Action Plan Excerpt

- **Infant & Toddler Life Stage Goal:** “Start Strong”: Increase the number of infants & toddlers that have a strong start for healthy & safe lives. (ages 0-3 years).
  - **Objective A:** Diagnosis at least X% of children with developmental disabilities by age 3
    - **Activity 1:** Launch “Learn the Signs. Act Early” campaign



# How Will Plans Be Created and Who Will Make Them Happen?



# Goal Action Plan Development and Execution





# Goal Action Plan Development and Execution



# Goal Action Plan Steps

- 1) Assign Lead Coordinating Centers for each Action Plan Team**
- 2) Select Action Team leader and team members with relevant expertise from divisions & branches**
- 3) Obtain internal and external expert input**
- 4) Develop draft Goal Action Plan**



# Goal Action Plan Steps

- 5) Action Plan Review & input:**
  - Division Director Council**
  - Center Leadership Council**
  - Advisory Committees, partners, stakeholder, & public**
- 6) Revise and finalize Action Plan**
- 7) Executive Leadership Board approves Action Plan**
- 8) Divisions plan, execute, measure & report performance on objectives & actions**
- 9) Annual Health Protection Goals performance report & Action Plan update**



**When will  
“goals” happen and how will  
current work fit in?**

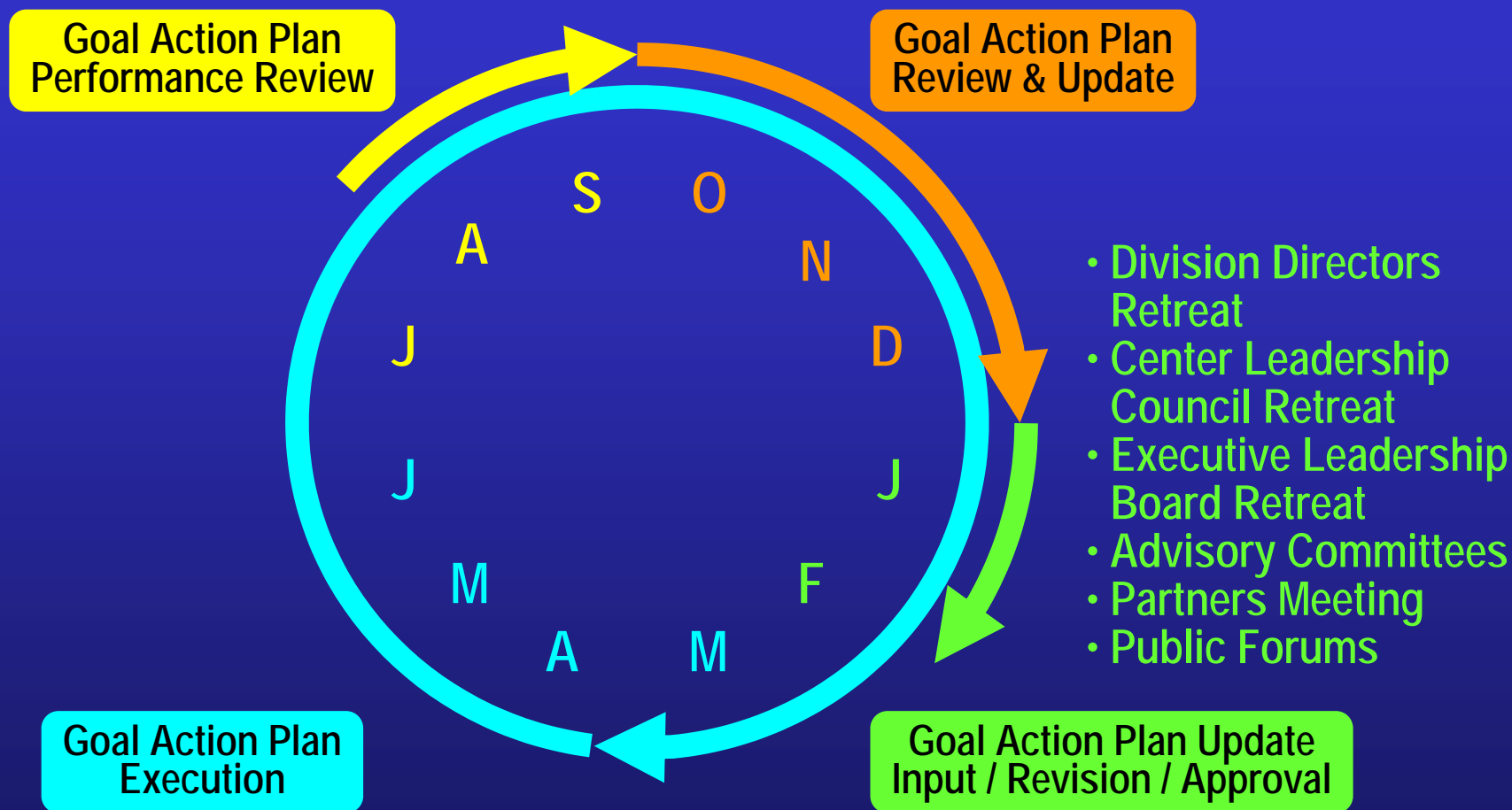


# FY06 Goals Planning: Inventory & Discovery

• "All Partners" Meeting 9/21/05



# FY07 and beyond...Goals Planning and Revision



In summary...



# Tell me how this works, again....

**Everyone** at CDC has a stake in achieving our goals!

- ✓ **Strategy & Innovation Officer** in each **lead Coordinating Center/Office\***
  - accountable for development & overall implementation of assigned Goal Action Plans
- ✓ **Goal Team Leader**, full-time leader
  - accountable for creating and leading a cross-agency & external experts to develop the Goal Action Plan
  - responsible for the delegating accountability for specific projects & resources to Lead Divisions across CDC & monitoring performance
- ✓ **Goal Action Plans:**
  - prioritize & integrate activities across CDC with the greatest likelihood of impact on health in the shortest time
  - align existing resources with these priorities & leverage efforts & resources of other entities

*\* NIOSH will have the lead for Healthy Workplace Goal Action Planning*





# What are the Center\* & Division roles?

## ✓ Centers

- accountable for the scientific quality, integrity, & successful completion of the projects conducted by Lead Divisions in their Center
- Center Directors, through the Center Leadership Council, are responsible for reviewing all Goal Action Plans for scientific rigor, feasibility, & innovation; & recommending improvements

## ✓ Divisions, in conjunction with their Center leaders

- responsible for providing leadership and full participation to support Goal Action Planning and executing activities that achieve goals
- accountable for proposing, supervising, & measuring the progress and success of their delegated Lead Division Goal Action Plan activities
- Division Directors, through the Division Director Council, are responsible for reviewing all Goal Action Plans for technical merit, coordination, & prioritization; & recommending improvements

\* “Center” = Centers within Coordinating Centers and NIOSH



# How Can You Contribute?

- ✓ Identify opportunities for collaboration in achieving goals
- ✓ Provide input as draft Action Plans are created
- ✓ Review and provide input before draft Action Plans are finalized
- ✓ Recommend revisions for activities to implement Action Plans during the annual Performance Review
- ✓ Identify and communicate gaps in plans & resources
- ✓ Celebrate success in achieving goals and improving health!



# Protecting Health!



For more information about the goals:  
[www.cdc.gov/about/goals](http://www.cdc.gov/about/goals)

To provide comments and/or input go to  
[cdcgoals@cdc.gov](mailto:cdcgoals@cdc.gov)

We appreciate your interest and input.

